

2008-2009 Indiana Travel Guide Corporate Advertising

Corporate advertisers in the 2008-2009 Indiana Travel Guide can participate in a number of ways, including corporate advertising, brochure ads, listings, and grids. Corporate advertisers are considered to be organizations whose locations fall within multiple regions of Indiana.

Corporate Advertising:

Corporate advertisers receive far-forward placement within the publications and use camera-ready artwork provided by the advertiser. This camera-ready artwork can be changed for the 2009 edition of the Indiana Travel Guide.

Size and placement	Bleed Size	Trim Size	Live Area	Price per Year	VisitIndiana.com Bonus	Note:
Two-page spread	17" x 11.125"	16.75" x 10.875"	15.75" x 9.875"	\$35,640	A one-month contest on VisitIndiana.com each year	Must allow a 1" gutter
Full-page	8.625" x 11.125"	8.375" x 10.875"	7.375" x 9.875"	\$20,878	A one-month contest on VisitIndiana.com each year	Placed as a right-hand read
Half-page	n/a	n/a	7.5" x 4.75"	\$11,000	A one-month contest on VisitIndiana.com each year	Placed adjacent to editorial

Brochure Ad:

Brochure advertisers are featured in the Indiana Travel Guide, the Indiana freestanding newspaper insert, and the Travel Brochure section of VisitIndiana.com for 2008 and 2009. The ad elements provided will be designed into a brochure ad that will be placed in both editions of the Indiana Travel Guide. Brochure artwork can be updated for the freestanding insert or on VisitIndiana.com. Each of these three programs generates two years' of brochure order leads for advertiser fulfillment. Additionally, these programs promote qualified travelers to contact the advertiser directly via Web site and telephone. Brochure advertisers receive leads via e-mail.

PLACEMENT	DISTRIBUTION	CIRCULATION	PRICE PER YEAR
Indiana Travel Guide	2008-2009	750,000	\$4,785
Freestanding Insert	2008-2009	2 million	
VisitIndiana.com	2008-2009		

Listings and Grids:

Advertisers will be featured in the 2008-2009 Indiana Travel Guide and as a bonus listed on VisitIndiana.com for the same duration. The data provided will be placed in both editions of the Indiana Travel Guide, and information can be updated at any time for inclusion in VisitIndiana.com.

Type	Categories for Travel Guide	Format	Price per Year
Listing	Attractions, Information, Recreation, Restaurants, Shopping	20-word description	\$220
Lodging Grid	Hotel/Motel, Bed and Breakfast, Resort/Lodge, Cabins	24-grid categories and 20-word description	\$220
Campground Grid	Campgrounds	22-grid categories and 20-word description	\$220